A large eyeful of

sales suggestions

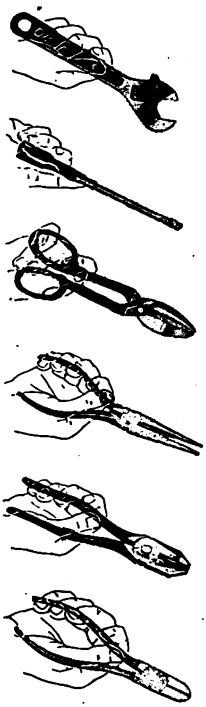
So many and so varied are the tools on the Crescent-Smith & Hemenway Display Board that few customers can glance at it without seeing one or more tools that fill an immediate or future need.

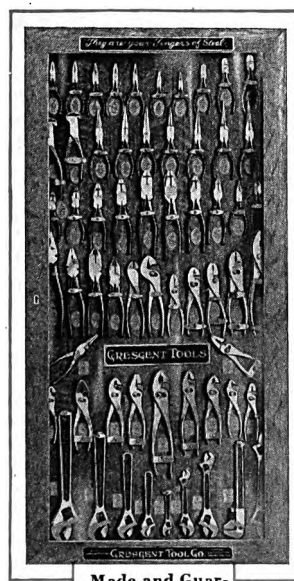
It offers an unusally profitable means for cashing in on a moderate area of available wall space. It is both attractive and practical. We supply this display to dealers at nominal cost.

Your jobbers carries the complete line of Crescent-Smith & Hemenway Tools.

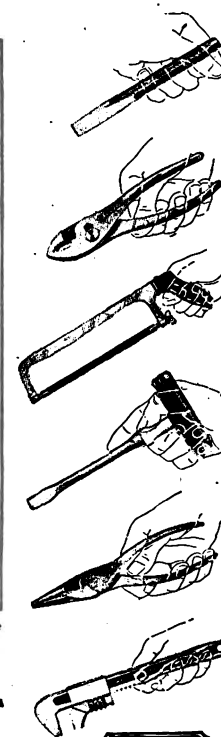
CRESCENT TOOL COMPANY

224 Harrison St. Jamestown, N. Y.





Made and Guaranteed by the Originators of the Crescent Wrench



CRESCENT

Smith & Hemenway

complete line of tools

for mechanics and electricians

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For quick action

CRESCENT
Smith & Hemenway
Drop Forged Tools

The design of these tools makes for quick and effective action in service. And the completeness of the line as well as the reputation which Crescent tools have won both by users' testimony and by national advertising insures quick action over the counter.

CRESCENT TOOL CO.

224 Harrison St. Jamestown, N. Y.

Originators of the Crescent Wrench

Safe Sailing

IN comparison with the remarkable importance of his voyages and discoveries, relatively little is known about that great Dutch navigator, Hendrick Hudson. But one fact is definitely known. It is that when his little ship, the Half Moon, got into any tight places on its memorable trip up the great river which now bears his name, he was compelled to send small boats ahead with sailors in them who "heaved the lead" to determine the depth of the water at various locations.

Of course, a great many changes have taken place since that memorable day in September, 1609, when the Half Moon slipped in past the Navesink Heights. For instance, today the great cable-laying ship, Cyrus Field, owned by the Western Union Co., can accurately tell the depth of the water beneath its bottom, even when it is in mid-ocean, without its operating officer leaving the bridge of the vessel. An electrical oscillator at the hull of the boat produces a loud sound which travels to the bottom beneath the boat and there echoes back to a hydrophone, also on the hull of the boat, which in turn transmits to the officer on the bridge information as to the length of time which has intervened translated into terms of fathoms of water. This device is known as the fathometer.

But, where is there a retail establishment which does not have read-

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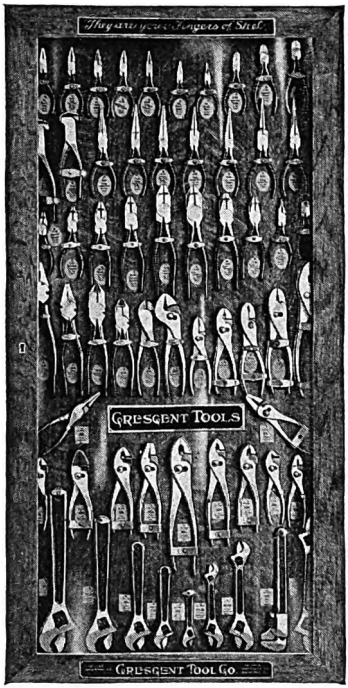

Show them and sell them

CRESCENT

Smith & Hemenway complete line of tools for mechanics and electricians.

Made and guaranteed by

CRESCENT TOOL CO.

224 Harrison St.

Jamestown N. Y.

dred and ninety-nine out of a thousand cases know whether anything was wrong. Therefore, the law doesn't impose this burden upon him.

In the decision in this case the court cited some interesting cases which supported its view. Here are summaries of some of them:

A woman bought a headache powder of a druggist, took it, and died in five hours. Her father sued the druggist, but the case was thrown out, on the ground that "in the sales of patent or proprietary medicines furnished by the compounder of the ingredients which compose them, the druggist is not required to analyze the contents of each bottle or package he receives."

A hardware dealer sold some stove polish which when used by the customer took fire and exploded. The customer sued the dealer on the theory that it was a dealer's duty to know the property of everything he sold, and if there were a hidden danger in it, such as inflammability, to tell the customer about it. The court said no, there was no such duty.

In a third case, a paint dealer sold a can of standard dryer in general use by painters. It exploded when opened and did a lot of damage. Suit against the dealer was thrown out because the injury came from a hidden defect which the dealer could not know about.

In all these cases the plaintiffs made the mistake of suing the dealer because he was close at hand. In every such case the suit really lies against the manufacturer.

Rob: What's a flapper?

Roy: A flapper is a girl who powders her face, bobs her hair and says to herself: "Clothes, I'm going out, if you want to come along, hang on."

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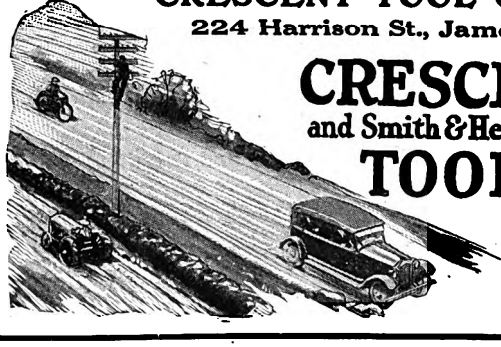
Everywhere a growing demand for this COMPLETE line

Tool users who know the Crescent Wrench naturally take kindly to Pliers, Screwdrivers, Cold Chisels, Punches, Hacksaws, Auger Bits, and other tools manufactured by the same organization.

The Crescent-Smith & Hemenway line of tools for mechanics, electricians, and general tool users covers the entire range of needs in this field. It enables dealers to satisfy their customers with a simplified, unified stock.

Get these Crescent-Smith & Hemenway Tools from your jobber

CRESCENT TOOL COMPANY
224 Harrison St., Jamestown, N. Y.



CRESCENT
and Smith & Hemenway
TOOLS

Made and guaranteed by the originators of the Crescent Wrench

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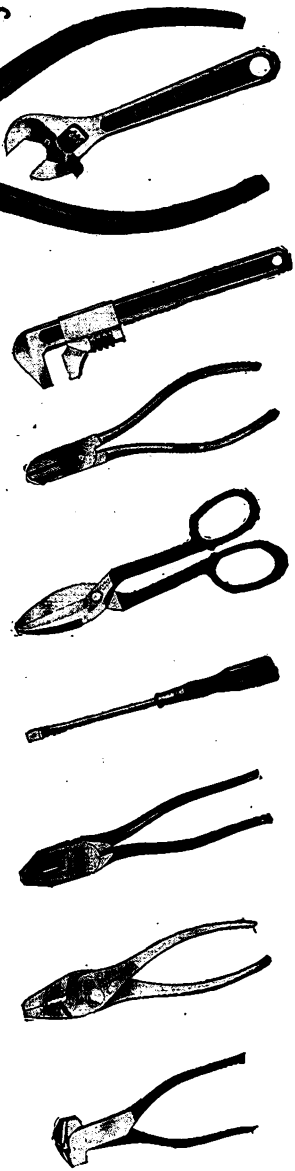
DB12 ~ *a new plier display*

The six No. 654 Long Nose Side-Cutting Pliers — 3 six-inch and 3 seven-inch size— shown on this Crescent display board will find a ready welcome among your customers interested in radio or electrical work. Your jobber will supply you. The cost is for tools alone. No charge for display board.

CRESCENT TOOL COMPANY
224 Harrison St., Jamestown, N. Y.



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